

PROFILE OF TOURIST VISITING LA PALMA 2021



How many are they and how much do they spend?

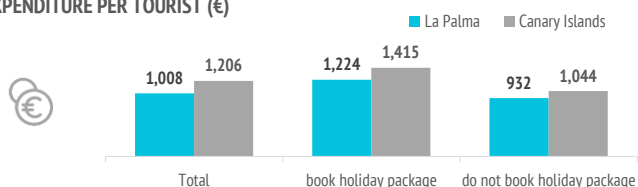


	La Palma	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	110,715	6,697,165
Tourist arrivals > 15 years old (EGT)	102,576	5,827,892
- book holiday package	26,658	2,549,012
- do not book holiday package	75,917	3,278,880
- % tourists who book holiday package	26.0%	43.7%
Share of total tourist	1.7%	100%
Expenditure per tourist (€)		
- book holiday package	1,224	1,415
- holiday package	954	1,135
- others	270	280
- do not book holiday package	932	1,044
- flight	256	248
- accommodation	314	369
- others	362	427
Average lenght of stay	8.62	9.54
- book holiday package	8.46	8.59
- do not book holiday package	8.67	10.28
Average daily expenditure (€)	141.1	144.0
- book holiday package	163.9	172.8
- do not book holiday package	133.1	121.6
Total turnover (> 15 years old) (€m)	103	7,028
- book holiday package	33	3,606
- do not book holiday package	71	3,422

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	La Palma	Canary Islands
Didn't have holidays	16.3%	35.7%
Canary Islands	19.0%	17.6%
Other destination	64.8%	46.8%

What other destinations do they consider for this trip?*

	La Palma	Canary Islands
None	38.0%	29.4%
Canary Islands (other island)	23.3%	25.4%
Other destination	38.6%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice



	La Palma	Canary Islands
Landscapes	71.8%	39.1%
Climate	56.1%	76.0%
Environment	56.1%	34.7%
Tranquility	54.5%	48.5%
Hiking trail network	45.6%	12.1%
Safety	44.2%	49.0%
Authenticity	39.9%	24.4%
Sea	38.1%	52.0%
European belonging	36.6%	40.2%
Gastronomy	30.1%	27.9%
Effortless trip	24.7%	34.9%
Beaches	21.7%	44.6%
Accommodation supply	20.9%	37.8%
Price	18.4%	32.4%
Exoticism	16.2%	14.5%
Fun possibilities	12.4%	22.4%
Historical heritage	10.0%	9.1%
Nightlife	5.5%	8.4%
Culture	5.5%	8.7%
Shopping	4.9%	8.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK



What is the main motivation for their holidays?



	La Palma	Canary Islands
Rest	18.0%	50.7%
Enjoy family time	7.3%	14.0%
Have fun	2.5%	7.3%
Explore the destination	61.9%	23.3%
Practice their hobbies	3.2%	2.6%
Other reasons	7.1%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Palma	Canary Islands
The same day	1.3%	1.0%
Between 1 and 30 days	47.9%	42.5%
Between 1 and 2 months	30.9%	26.7%
Between 3 and 6 months	14.2%	18.7%
More than 6 months	5.8%	11.1%

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What channels did they use to get information about the trip?

	La Palma	Canary Islands
Previous visits to the Canary Islands	29.5%	45.7%
Friends or relatives	27.7%	30.9%
Internet or social media	58.8%	53.5%
Mass Media	5.1%	2.3%
Travel guides and magazines	11.2%	7.0%
Travel Blogs or Forums	16.4%	8.4%
Travel TV Channels	1.2%	0.5%
Tour Operator or Travel Agency	13.0%	19.4%
Public administrations or similar	2.2%	1.9%
Others	9.0%	2.9%

* Multi-choise question

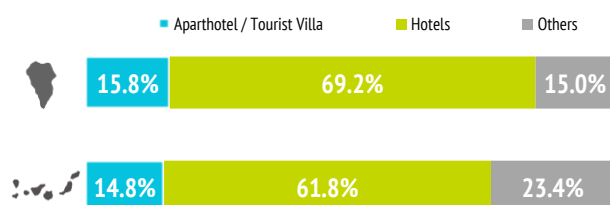
With whom did they book their flight and accommodation?

	La Palma	Canary Islands
Flight		
- Directly with the airline	59.6%	52.8%
- Tour Operator or Travel Agency	40.4%	47.2%
Accommodation		
- Directly with the accommodation	54.4%	39.9%
- Tour Operator or Travel Agency	45.6%	60.1%

Where do they stay?

	La Palma	Canary Islands
1-2-3* Hotel	6.6%	11.5%
4* Hotel	62.7%	39.4%
5* Hotel / 5* Luxury Hotel	0.0%	10.9%
Aparthotel / Tourist Villa	15.8%	14.8%
House/room rented in a private dwelling	3.9%	6.9%
Private accommodation (1)	6.1%	9.9%
Others (Cottage, cruise, camping,...)	5.0%	6.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	La Palma	Canary Islands
Room only	26.8%	28.1%
Bed and Breakfast	24.2%	15.3%
Half board	27.4%	19.5%
Full board	1.9%	3.2%
All inclusive	19.6%	33.8%

27.4% of tourists book half board.

(Canary Islands: 19.5%)

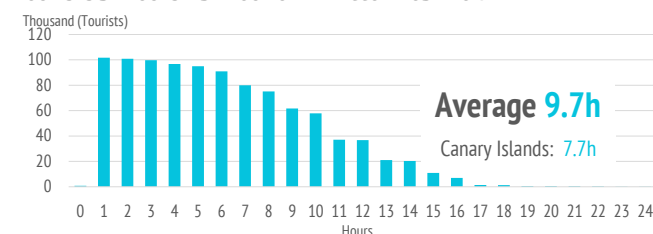
Other expenses

	La Palma	Canary Islands
Restaurants or cafes	77.8%	66.9%
Supermarkets	61.8%	55.6%
Car rental	72.0%	37.3%
Organized excursions	26.1%	23.7%
Taxi, transfer, chauffeur service	27.0%	46.0%
Theme Parks	1.2%	8.6%
Sport activities	4.4%	9.3%
Museums	9.6%	4.7%
Flights between islands	12.3%	6.3%

Activities in the Canary Islands

	La Palma	Canary Islands
Outdoor time per day		
0 hours	0.8%	2.4%
1 - 2 hours	2.0%	10.0%
3 - 6 hours	19.2%	30.1%
7 - 12 hours	57.5%	47.1%
More than 12 hours	20.5%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	La Palma	Canary Islands
Activities in the Canary Islands		
Explore the island on their own	75.4%	52.5%
Walk, wander	68.2%	72.2%
Beach	60.7%	75.1%
Hiking	58.6%	22.5%
Taste Canarian gastronomy	48.9%	30.2%
Swimming pool, hotel facilities	39.0%	57.5%
Swim	24.4%	38.8%
Other Nature Activities	18.5%	9.5%
Museums / exhibitions	18.0%	10.7%
Astronomical observation	17.7%	4.2%
Organized excursions	17.2%	16.0%
Sea excursions / whale watching	15.6%	13.5%
Wineries / markets / popular festivals	14.8%	10.0%
Running	4.9%	7.6%
Scuba Diving	4.0%	4.2%
Practice other sports	3.5%	5.9%
Cycling / Mountain bike	3.4%	4.2%
Theme parks	2.6%	12.2%
Nightlife / concerts / shows	2.0%	12.3%
Beauty and health treatments	1.7%	5.6%
Surf	0.4%	4.8%
Windsurf / Kitesurf	0.1%	1.5%
Golf	0.0%	2.3%

* Multi-choise question

HIKING

LA PALMA

58.6%

CANARY ISLANDS

22.5%



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Which places do they visit in La Palma?

	%	Absolute
Santa Cruz de La Palma	73.1%	47,638
Caldera de Taburiente National Park	65.9%	42,907
Los Llanos de Aridane	65.2%	42,493
Tazacorte Harbour	59.8%	38,924
Ruta de los Volcanes	57.4%	37,394
Roque de los Muchachos Observatory	45.9%	29,884
Los Tilos Forest	42.8%	27,877

”

7 in 10 tourists in La Palma visit
Santa Cruz de La Palma

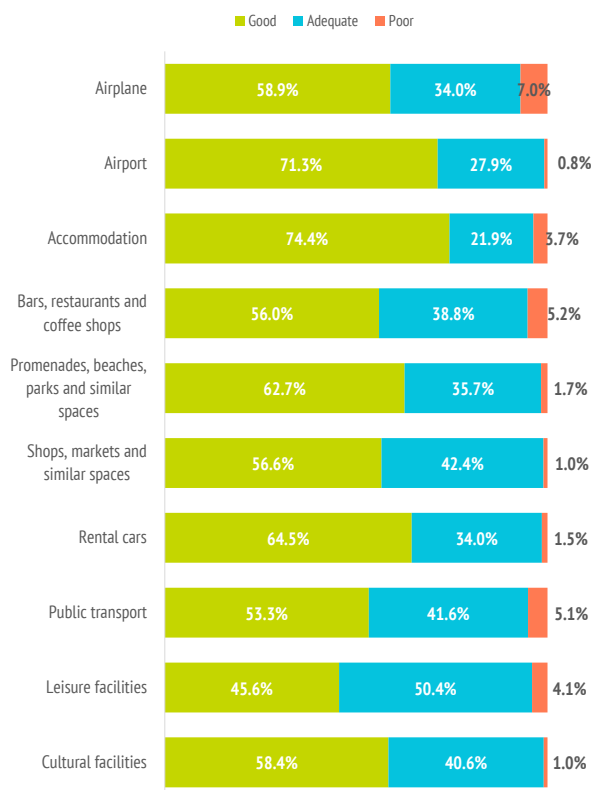


Health safety

Planning the trip: Importance	La Palma	in the Canary Islands
Average rating (scale 0-10)	7.53	7.99

During the stay: Rate	La Palma	in the Canary Islands
Average rating (scale 0-10)	8.39	8.42

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?



	La Palma	in the Canary Islands
One island	75.4%	90.9%
Two islands	22.3%	7.8%
Three or more islands	2.3%	1.3%

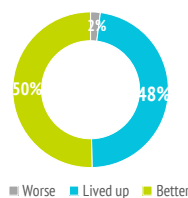
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	La Palma	in the Canary Islands
Average rating	8.85	8.86

Experience in the Canary Islands	La Palma	in the Canary Islands
Worse or much worse than expected	2.0%	2.7%
Lived up to expectations	47.7%	51.4%
Better or much better than expected	50.3%	45.9%

Future intentions (scale 1-10)	La Palma	in the Canary Islands
Return to the Canary Islands	9.03	8.86
Recommend visiting the Canary Island	9.25	9.10



9.03/10

Experience in the
Canary Islands



9.25/10

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?



	on La Palma	in the Canary Islands
La Palma: Repeat tourists	56.5%	9.4%
La Palma: At least 10 previous visits	3.7%	0.4%
Canary Islands: Repeat tourists	66.0%	68.0%
Canary Islands: At least 10 previous visits	12.0%	18.3%

MAIN SOURCE MARKETS: REPEAT TOURISTS

Germany **68%**
S. Mainland **56%**
UK **46%**
Netherlands **29%**

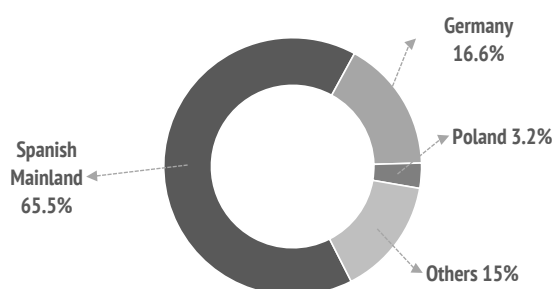


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Where are they from?



	%	Absolute
Spanish Mainland	65.5%	67,151
Germany	16.6%	17,024
Poland	3.2%	3,237
Switzerland	2.6%	2,668
France	2.2%	2,294
United Kingdom	2.1%	2,198
Belgium	2.1%	2,176
Netherlands	2.0%	2,093
Italy	0.8%	857
Austria	0.6%	623
Denmark	0.4%	388
Portugal	0.3%	347
United States	0.2%	243
Norway	0.1%	142
Others	1.1%	1,135



Who do they come with?



	La Palma	Canary Islands
Unaccompanied	15.5%	13.5%
Only with partner	44.3%	48.2%
Only with children (< 13 years old)	1.9%	3.9%
Partner + children (< 13 years old)	3.4%	4.9%
Other relatives	6.1%	8.4%
Friends	7.2%	8.5%
Work colleagues	5.3%	0.8%
Organized trip	0.9%	0.2%
Other combinations (1)	15.4%	11.5%

(1) Different situations have been isolated

Tourists with children	6.3%	12.5%
- Between 0 and 2 years old	0.6%	1.2%
- Between 3 and 12 years old	5.2%	10.2%
- Between 0 -2 and 3-12 years	0.4%	1.0%
Tourists without children	93.7%	87.5%
Group composition:		
- 1 person	21.7%	16.5%
- 2 people	55.5%	56.7%
- 3 people	9.2%	10.7%
- 4 or 5 people	11.2%	13.6%
- 6 or more people	2.5%	2.5%
Average group size:	2.24	2.37

*People who share the main expenses of the trip

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Who are they?



	La Palma	Canary Islands
Gender		
Men	46.0%	49.6%
Women	54.0%	50.4%
Age		
Average age (tourist > 15 years old)	44.7	43.3
Standard deviation	13.2	15.6
Age range (> 15 years old)		
16 - 24 years old	6.1%	11.9%
25 - 30 years old	10.4%	14.8%
31 - 45 years old	32.3%	30.2%
46 - 60 years old	40.6%	26.6%
Over 60 years old	10.6%	16.4%
Occupation		
Salaried worker	65.7%	57.8%
Self-employed	9.9%	11.1%
Unemployed	2.1%	1.7%
Business owner	10.5%	10.0%
Student	3.2%	5.9%
Retired	7.6%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	17.1%	16.1%
€25,000 - €49,999	39.0%	37.0%
€50,000 - €74,999	25.1%	23.4%
More than €74,999	18.8%	23.5%
Education level		
No studies	0.2%	2.2%
Primary education	2.1%	2.2%
Secondary education	14.3%	18.8%
Higher education	83.3%	76.9%



Pictures: Freepik.com